



WKMG

# ORDER

Flight Dates 09/19/12-09/25/12

Order Sep 00:15:00

Estimate # 94

Alt Order # 06322800

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-3

Advertiser Ref

Contract / Revision 259451 /

Product  
ROMNEY FOR PRESIDENT

Original Date / Revision

09/18/12 09/18/12

Agency Com 15%

Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider

138 Conant Street  
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact

Sales Office PHI

Sales Region NAT

Agency Ref

138 Conant Street  
Beverly, MA 01915

Primary Account Executive

Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Share 100% Market Value 158975

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	123	\$135,128.75	\$158,975.00	0.00	08/27/12	09/25/12	123	\$135,128.75	\$158,975.00
Totals	123	\$135,128.75	\$158,975.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	09/19/12	09/21/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	6	\$500.00	P-3	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$500.00		0.00			
E 2	WKMG	09/24/12	09/25/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$500.00		0.00			
E 3	WKMG	09/19/12	09/21/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	6	\$350.00	P-3	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$350.00		0.00			
E 4	WKMG	09/24/12	09/25/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$350.00		0.00			



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259451

Flight Dates 09/19/12-09/25/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **94**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/24/12	09/25/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$350.00		0.00			
E 5	WKMG	09/24/12	09/25/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MT-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$225.00		0.00			
E 6	WKMG	09/19/12	09/21/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--WTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$225.00		0.00			
E 7	WKMG	09/24/12	09/25/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$550.00		0.00			
E 8	WKMG	09/19/12	09/21/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$550.00		0.00			
E 9	WKMG	09/19/12	09/21/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$400.00		0.00			
E 10	WKMG	09/24/12	09/25/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$400.00		0.00			
E 11	WKMG	09/19/12	09/21/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$500.00		0.00			
E 12	WKMG	09/24/12	09/25/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	MT-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$500.00		0.00			
E 13	WKMG	09/24/12	09/25/12	3-4p Doctors The Doctors	CM	3-4p	MT-----	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$250.00		0.00			
E 14	WKMG	09/19/12	09/21/12	3-4p Doctors The Doctors	CM	3-4p	--WTF--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$250.00		0.00			
E 15	WKMG	09/19/12	09/21/12	4-430p Extra Extra	CM	4-430p	--WTF--	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$300.00		0.00			
E 16	WKMG	09/24/12	09/25/12	4-430p Extra Extra	CM	4-430p	MT-----	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 94

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WKMG	09/24/12	09/25/12	4-430p Extra Extra	CM	4-430p	MT-----	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$300.00		0.00			
E 17	WKMG	09/19/12	09/21/12	430-5p Inside Edition Inside Edition	CM	430-5P	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$400.00		0.00			
E 18	WKMG	09/24/12	09/25/12	430-5p Inside Edition Inside Edition	CM	430-5P	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$400.00		0.00			
E 19	WKMG	09/19/12	09/21/12	News at 5p News at 5p	CM	5-530p	--WTF--	:30	6	\$500.00	P-3	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$500.00		0.00			
E 20	WKMG	09/24/12	09/25/12	News at 5p News at 5p	CM	5-530p	MT-----	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$500.00		0.00			
E 21	WKMG	09/19/12	09/21/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	6	\$600.00	P-3	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$600.00		0.00			
E 22	WKMG	09/24/12	09/25/12	News at 6p News at 6p	CM	6-630p	MT-----	:30	4	\$600.00	P-3	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$600.00		0.00			
E 23	WKMG	09/24/12	09/25/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$800.00		0.00			
E 24	WKMG	09/19/12	09/21/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$800.00		0.00			
E 25	WKMG	09/24/12	09/25/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MT-----	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$1,200.00		0.00			
E 26	WKMG	09/19/12	09/21/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$800.00		0.00			
E 27	WKMG	09/19/12	09/21/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,500.00	P-3	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$1,500.00		0.00			
E 28	WKMG	09/24/12	09/25/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,500.00	P-3	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$1,500.00		0.00			



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Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **94**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 28	WKMG	09/24/12	09/25/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,500.00	P-3	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$1,500.00		0.00			
E 29	WKMG	09/19/12	09/21/12	M-F David Letterman David Letterman	CM	1136p-1238a	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$500.00		0.00			
E 30	WKMG	09/24/12	09/25/12	M-F David Letterman David Letterman	CM	1136p-1238a	MT-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$500.00		0.00			
E 31	WKMG	09/25/12	09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----					1	\$10,000.00		0.00			
E 32	WKMG	09/25/12	09/25/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----					1	\$9,000.00		0.00			
E 33	WKMG	09/20/12	09/20/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---1---	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---					1	\$10,000.00		0.00			
E 34	WKMG	09/22/12	09/22/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----2-					2	\$250.00		0.00			
E 35	WKMG	09/23/12	09/23/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----2	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----2					2	\$125.00		0.00			
E 36	WKMG	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----2					2	\$1,200.00		0.00			
E 37	WKMG	09/23/12	09/23/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----2	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----2					2	\$1,200.00		0.00			
E 38	WKMG	09/23/12	09/23/12	NFL Game 1 NFL Game 1	CM	various (1:00 PM-4:00 PM)	-----3	:30	3	\$8,000.00	P-3	0.00	NM	3	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----3					3	\$8,000.00		0.00			
E 39	WKMG	09/23/12	09/23/12	NFL Game 2 NFL Game 2	CM	various (4:00 PM-7:00 PM)	-----3	:30	3	\$12,000.00	P-3	0.00	NM	3	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----3					3	\$12,000.00		0.00			
E 40	WKMG	09/23/12	09/23/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----1	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1					1	\$1,500.00		0.00			



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Contract / Revision    **259451**    Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision    09/18/12/    09/18/12

Order Sep    00:15:00

Advertiser    **Pol/Mitt Romney/R/ Preside**    Product **ROMNEY FOR PRESIDENT**    Estimate #    **94**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 40	WKMG	09/23/12	09/23/12	Sun 11p News after NFLCM Sun 11p News after NFL	Late News		-----1	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week: 09/17/12		09/23/12	-----1	1		\$1,500.00		0.00								
														Totals	123	\$158,975.00